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MANAGING FOR COMPETITIVE ADVANTAGE



Delta Publishing Company

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PREFACE

Managing for Competitive Advantage features an up-to-date, concise, and readable presentation of management fundamentals. It is designed to help you read and review the subject of management quickly and conveniently.

This course teaches you the art and science of managing and accomplishing organizational goals and improving the way organizations are managed. Management refers to the process of coordinating and integrating work activities so that they are completed efficiently and effectively with and through other people. Managers of today need to be equipped with all the tools and concepts necessary to perform managerial activities in order to be globally competitive. Topics include functions of managers, strategies, planning, decision making, organization, leadership, motivation, control, total quality management (TQM), the role of information technology (IT), international business, management information systems (MIS), and analysis of problems central to management.

In addition, the course can make a valuable contribution to:

- Management and supervisory training programs;
- Executive development seminars;
- On-the-job personnel development;
- Updating management information;
- Government and business positions in management; and
- A host of other situations where an intelligent managerial decision is required

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Glossary

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